

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>165690</b>
	Alt Order #:	06848534
	Product Desc:	NRCC IE 2012
	Estimate:	3094
	Flight Dates:	09/21/12 - 09/27/12
	Original Date / Rev:	08/30/12 / 08/30/12
	Order Type:	GENERAL

Primary AE:	Anjie Brady
Sales Office:	P-PHL
Sales Region:	National

Agency	Name:	<u>National Media Research Planning &amp; L</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<hr/>
		815 Slaters Ln
		<hr/>
		Alexandria, VA 22314-1219

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>NRCC (Rep) National Republican Con</b>
	<b>Demographic:</b>	A35+
	<b>Product Codes:</b>	PL2
	<b>Priority:</b>	2
	<b>Revenue Codes:</b>	AGY, POL, ISS

New Business Thru:	10/14/11
Order Separation:	00:00:00
Advertiser External ID:	
Agency External ID:	

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/27/12	41	\$40,900.00	\$34,765.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	41	\$40,900.00	\$34,765.00	114.60
	11	\$10,000.00	\$9,175.00	114.60

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Annie Brady			Start Of Order - End Of Order	100%

## Order Share

Grant Share	Share	Total
KSTP-TV, LLC and KSAX-TV	24%	\$40,900.00
Market	100%	\$170,416.67

## Competitive Share

CABLE	0%	\$0.00
KARE	19%	\$32,379.17
KMSP	10%	\$17,041.67
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	45%	\$76,687.50
WFTC	2%	\$3,408.33

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KSTP-TV, LLC and KSAX-1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 2	M	09/24/12	09/24/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M-----	:30	2	\$800.00	1	2.40 NM	2	\$1,600.00
<b>5 EW NWS 6A</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	M-----		2				\$800.00		2.40		
E 3	M	09/25/12	09/25/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	-T-----	:30	2	\$800.00	1	2.40 NM	2	\$1,600.00
<b>5 EW NWS 6A</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	-T-----		2				\$800.00		2.40		
E 4	M	09/26/12	09/26/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	--W---	:30	2	\$800.00	1	2.40 NM	2	\$1,600.00
<b>5 EW NWS 6A</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	--W---		2				\$800.00		2.40		
E 5	M	09/27/12	09/27/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	---T---	:30	2	\$800.00	1	2.40 NM	2	\$1,600.00
<b>5 EW NWS 6A</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	---T---		2				\$800.00		2.40		
E 6	M	09/22/12	09/22/12	SA GMA Sa GMA	CM	7-8a	-----S-	:30	1	\$600.00	2	2.30 NM	1	\$600.00
<b>GD MRN-SAT</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/17/12	09/23/12	-----S-		1				\$600.00		2.30		
E 7	M	09/23/12	09/23/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----S	:30	1	\$500.00	1	2.40 NM	1	\$500.00
<b>5 EW NW-SU 6AM</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/17/12	09/23/12	-----S		1				\$500.00		2.40		
E 8	M	09/23/12	09/23/12	SU GMA Su GMA	CM	7-8a	-----S	:30	1	\$700.00	2	3.80 NM	1	\$700.00
<b>GD MRN-SUN</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/17/12	09/23/12	-----S		1				\$700.00		3.80		
E 9	M	09/23/12	09/23/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$700.00	2	3.70 NM	1	\$700.00
<b>5 EW NW-SU 8AM</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/17/12	09/23/12	-----S		1				\$700.00		3.70		
E 10	M	09/25/12	09/25/12	M-F 9-10a Live with Kelly	CM	9-10a	-T-----	:30	1	\$250.00	3	1.00 NM	1	\$250.00
<b>LIVE WTH KELLY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	-T-----		1				\$250.00		1.00		
E 11	M	09/27/12	09/27/12	M-F 9-10a Live with Kelly	CM	9-10a	---T---	:30	1	\$250.00	3	1.00 NM	1	\$250.00
<b>LIVE WTH KELLY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	---T---		1				\$250.00		1.00		
E 12	M	09/23/12	09/23/12	Sun 10-1030a At Issue	CM	Sun 10-1030a	-----S	:30	1	\$500.00	1	1.30 NM	1	\$500.00
<b>AT ISSUE</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/17/12	09/23/12	-----S		1				\$500.00		1.30		
E 13	M	09/24/12	09/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$800.00	2	2.20 NM	1	\$800.00
<b>5 EW NW 5P MF</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	M-----		1				\$800.00		2.20		
E 14	M	09/26/12	09/26/12		CM	5-530p	--W---	:30	1	\$800.00	2	2.20 NM	1	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Mon Spcl 2 Dancing with the Stars															
DANCNG-STR															
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week:	09/24/12	09/30/12	M-----	1	\$7,500.00	8.80									
N27	M	09/23/12	09/23/12	Sun Spcl 4	CM	6-7p									
Emmy's Red Carpet Live															
AMR-VIDEOS															
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week:	09/17/12	09/23/12	-----S	1	\$3,000.00	6.40									
N28	M	09/21/12	09/21/12	M-F,Su Late News	CM	10-1035p									
M-F, Su 10-1035p (10:00 PM-10:35 PM)															
5 EW NWS 10PM															
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week:	09/17/12	09/23/12	----F--	1	\$1,050.00	3.60									
N29	M	09/24/12	09/24/12	M-F,Su Late News	CM	10-1035p									
M-F, Su 10-1035p															
5 EW NWS 10PM															
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week:	09/24/12	09/30/12	M-----	1	\$1,050.00	3.60									
N30	M	09/25/12	09/25/12	M-F,Su Late News	CM	10-1035p									
M-F, Su 10-1035p															
5 EW NWS 10PM															
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week:	09/24/12	09/30/12	-T-----	1	\$1,050.00	3.60									
N31	M	09/26/12	09/26/12	M-F,Su Late News	CM	10-1035p									
M-F, Su 10-1035p															
5 EW NWS 10PM															
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week:	09/24/12	09/30/12	--W----	1	\$1,050.00	3.60									
N32	M	09/27/12	09/27/12	M-F,Su Late News	CM	10-1035p									
M-F, Su 10-1035p															
5 EW NWS 10PM															
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week:	09/24/12	09/30/12	---T---	1	\$1,050.00	3.60									
N33	M	09/22/12	09/22/12	Lt News Delay ABC Spot	CM	1030-1105p									
Late News Delayed															
NWS FOLO FTBL															
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week:	09/17/12	09/23/12	-----S-	1	\$600.00	3.30									
N34	M	09/21/12	09/21/12	M-F 1035-1102p	CM	1035-1102p									
Nightline															
ABC-NITELINE															
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week:	09/17/12	09/23/12	----F--	1	\$650.00	2.00									
N35	M	09/24/12	09/24/12	M-F 1035-1102p	CM	1035-1102p									
Nightline															
ABC-NITELINE															
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week:	09/24/12	09/30/12	M-----	1	\$650.00	2.00									
N36	M	09/26/12	09/26/12	M-F 1035-1102p	CM	1035-1102p									
Nightline (10:35 PM-11:05 PM)															
ABC-NITELINE															
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week:	09/24/12	09/30/12	--W----	1	\$650.00	2.00									

Totals 41 \$40,900.00